

Hello Processed Food/Farmers Vendor,

The Santa Rosa Wednesday Night Market is excited to be back for 2024. We have NEW DATES for the 2024 Market Season. Opening day is early this year starting Wednesday May 8th through July 31st from 5:00-8:30 pm. The Market has drawn more than one million people to Downtown Santa Rosa over the past thirty years and we plan on continuing the tradition each night this season.

Attached you will find a 2024 Vendor Application and Vendor Rules and Regulations.

*PLEASE READ through each page, initial each page at the bottom with the last page requiring a signature. Mail application, all permits and licenses required on your application and a **\$35 non-refundable Application Fee** to Wednesday Night Market 755 Fourth Street, Suite H, Santa Rosa, CA 95404. No applications will be considered without the \$35 application fee included.*

IMPORTANT DATES:

March 15, 2024 Application must be received for an annual space in the 2024 season.
April 1, 2024 Vendors will be notified by email whether application has been accepted.
April 12, 2024 Early Bird Full season's pre-payment Deadline, otherwise you will pay weekly.
April 26, 2024 2024 Opening Day Vendor Map and Info goes out by email to vendors.
May 8, 2024 Santa Rosa Wednesday Night Market 2024 Season Begins!
July 3, 2024 No Market
July 31, 2024 Last Market of the Season

Applications may be submitted all season and will be considered on a first come first served basis. You will be notified if spaces come available.

How to pay your Booth Fees in 2024:

- Credit Card payments will be accepted on our website this year, Wednesdaynightmarket.org
- Cash or Card Payments will be accepted at the Market Information Booth at the NW corner of Square from 5 – 8 pm every Market night.

All Booth Fees must be made within 24 hours after any given Market. If payment is not received within 24 hours, the vendor will receive an email and booth fee will need to be paid before the next Market. Vendors may risk losing their space at the Wednesday Night Market if they neglect to pay booth fees for 2 weeks.

Vendors must notify the Vendor Manager, Kristina Cassidy 707-245-7557, by call or text before 5 pm on Mondays if they will not be attending that Wednesdays Market. Each regular vendor gets "One Emergency" late notice. After that if notice is not given by 5 pm on Monday, the vendor will be charged for that week's booth fee.

Parking – no parking passes available for Downtown Santa Rosa. Each Vendor is responsible for all parking fees or fines – no vehicles are allowed to park within the Market area except for select Farmers.

Electrical power is not provided to Market Vendors. Please be prepared to supply your own power. (Silent generators must be used no louder than 80 decibels).

Thank you for your interest in the Santa Rosa Wednesday Night Market. We look forward to receiving your application. If you have any questions, please email Kristina at santarosawednesdaynightmarket@gmail.com or text emergencies to Kristina at 707-245-7557.

2024 Processed Foods/Farmers Vendor Application

Processed Foods/Farmers include all foods that are prepared or preserved in a Commercial or Home Cottage Kitchen in advance of Market date or produce grown by a Farmer. Products can be sold fresh or packaged (requires proper labeling), this includes nuts, spices, teas and dog treats. **No Resale of any food products purchased may be sold.**

Name of Business _____

Owner/Manager/Contact _____

Mailing Address _____

What do you plan on serving? _____

Contact Phone(s) _____ Email _____

Have you participated in the Wednesday Night Market before? Yes No If yes, when? _____

Circle dates you plan to attend: (Send any changes ASAP by text to Vendor Manager at 707-245-7557.)

5/8 5/15 5/22 5/29 6/5 6/12 6/19 6/26 7/10 7/17 7/24 7/31

List of Documents Required to apply:

____ 2024 Wednesday Night Market Processed Food/Farmers Vendor Application

____ \$35 Application Fee made out to WNM, application will not be processed without \$35 app fee.

____ TFF (Temporary Food Facility Permit) from Sonoma County Dept of Health Services. This is required to have a food booth on the street. This is in addition to your Kitchen Food Facility Permit.

____ 2024 SR Fire Propane Permit for those using propane only. Permit is \$76 and available online at the Santa Rosa Citizen's portal at <https://citizen.srcity.org/CitizenAccess/Default.aspx>

____ **If Approved** Santa Rosa Business License (Tax Certificate) will be required.

____ **If Approved** "COI" – Certificate of Insurance of \$1,000,000, naming as additional insured the Thursday Night Market Association, Inc. and the City of Santa Rosa will be required.

PLEASE CHECK ONE BOOTH FEE OPTION:

____ 10w x 10d **EARLY BIRD Special** – 2 Weeks FREE, \$500 (12 weeks) paid by April 12th, 2024

____ 10 x 10 WEEKLY - \$50

____ 20w x 10d **EARLY BIRD Special** – 2 Weeks FREE, \$800 (12 weeks) paid by April 12th, 2024

____ 20 x 10 WEEKLY - \$80 (Includes Farmers with vehicle space in booth.)

Check what you will be using at Market:

_____ Warmer _____ Refrigerator

_____ Generator (under 80 decibels)

_____ Open Flame, if YES, what kind? _____

_____ Propane (requires a SR Fire Propane Permit)

Mail Application Packet to:

Wednesday Night Market

755 Fourth Street, Suite H, Santa Rosa, CA 95404

Initial Page 1 of 4 _____

2024 RULES AND REGULATIONS – Processed Foods/Farmers

PURPOSE

The Santa Rosa Wednesday Night Market (hereinafter "Market") is a Free event for the community that includes Food Producers, hot street foods, sweet treats, farmers, artists/crafters, local non-profit groups, local beer and wine, live concerts and community information.

PROCESSED FOOD/FARMERS VENDOR REQUIREMENTS

1. In order to prevent cleaning fees from the City, All Vendors preparing Foods, Treats, Drinks or selling fresh fruit will require a TARP put down under all tents, cooking and serving tables, including condiments.
2. NO Styrofoam serving containers. Compost serving trays, wood utensils and plastic glasses with #1 on the bottom is preferred by local recyclers. NOTE: Plant based glasses/utensils not recyclable in So Co.
3. In 2024 all vendors using Propane need a SR Fire Propane Permit. The Permit is \$76 and available online at the Santa Rosa Citizen's portal at <https://citizen.srcity.org/CitizenAccess/Default.aspx>
3. Vendors who do "Food or Fruit Sampling" must abide by Sonoma County Health Department rules regarding sampling and tasting of prepared foods and produce.
4. Bring 5 gal minimum prep trash and booth trash receptacles, these can be dumped in the garbage cans at the NE corner of the Square at end of night. Please be conscious of compost/food waste and landfill items when you are dumping. Thank you RECOLOGY for taking away all our waste for us!
5. Packaged Processed Foods are required to follow all labeling laws from Sonoma County Health.
6. Food Vendors need to follow all Health codes including:
 - food needs to be kept 2 ft off the ground and at expected temperature
 - proper hand washing station
 - Post clear easy to read Menus with prices and a copy of your TFF Health Permit

<https://sonomacounty.ca.gov/Health/Environmental-Health/Food-Program/Temporary-Food-Facility-Definitions-and-Operating-Requirements/>

ADMISSION PROCESS

Admission to sell at the Market shall be at the discretion of the Vendor Selection Committee. Determinations made by the Committee take into consideration the following: a. History with the Market, b. Type of product sold, repeat products are avoided, c. Local business, d. Recommendations from other Markets.

ASSIGNMENT OF SELLING SPACE

Vendor locations, space size and other factors of assignment of selling space within the Market shall be at the discretion of the Vendor Manager, in accordance with the policies, rules and regulations established by the Santa Rosa Wednesday Night Market. Determinations made by the Vendor Manager take into consideration the following: a. History with the Market, b. The maintenance of a good product flow, c. Size of booth and/or size of vehicle at unloading and loading times, d. City requirements.

STALL RULES

1. All Vendors must accept the space assigned by the Vendor Manager, booth location is subject to change per the Vendor Manager.
2. All Vendors will receive an Event Map in advance that clearly shows location.
3. Enter the Market at your designated Entrance at the time instructed. No entry will be allowed into the Market after 4:45pm.

Initial Page 2 of 4 _____

4. All operations must be within the marked space of your booth number. No activities are allowed on sidewalks, sidewalk peninsulas between parking bays, or on the street itself unless specifically designated by the Market Manager.

STALL FEES

1. Current Stall Fees are listed on the Vendor Application. **Early Bird Special is available, you get 2 weeks FREE when you pay for a Full Season. After April 12th Deadline all unpaid applications revert to weekly.**
2. All Vendors are expected to attend all 12 weeks unless prior arrangements are made with the Manager. You can elect to attend bi-weekly, monthly or sign up for specific dates.
3. Vendors must notify the Vendor Manager no later than 5 pm on the Monday before that week's Market that they will not be attending, or they will be charged for the space. **Each regular vendor gets "One Emergency" late notice.** After that if notice is not given by 5 pm on Monday, the vendor will be charged for that week's booth fee.

CLEANLINESS

1. Vendors must maintain the space assigned to them in a clean and sanitary condition, and when vacating the premises must remove from the area all equipment, produce, trimmings, wrappings, and containers.
2. All trash must be cleaned up and deposited in the appropriate garbage cans on the NE corner of the Square. Give a big Thank you to **Recology** for hauling away all the garbage for all of us!
3. All Vendors preparing Foods, Treats or Drinks or selling fresh fruits will require a TARP be put down under all tents, cooking and serving tables and displays.

LIVE ANIMALS

No dogs or live animals are allowed within the Market boundaries including Old Courthouse Square Park per Sonoma County Health Dept because of food service throughout the Market. Exceptions: guide dogs or service dogs when used in a manner specified in Section 54.1 of the Civil Code and animals as part of an exhibit or education. *Animals are allowed on the sidewalks that run along the outside of the Market.*

VEHICLES

1. All vehicles are asked to enter at your designated entrance, when your space is found, pull to the right and park along the front of your space. **DO NOT Park in your space or a neighbor's space. Unload immediately and move your car to a parking garage on 3rd St. or D St.**
2. Only Farmers are able to keep vehicles with them in their space. Farmer vehicles parked behind the Vendor booth, along the curb, cannot exceed the size of the booth width of 20'. Vehicles that do not fit will be asked to move immediately and park outside of the Market footprint.

VENDOR ETIQUETTE

1. Vendors are renting a space, all supplies needed in vendor space must be supplied by the vendor, including tents, tables, chairs, and cooking equipment, etc.
2. All Vendors are required to monitor their customer lines in such a manner as to avoid interference to other Market Vendors. *Start your line at one end of the booth and not in the center of the booth so that line travels in front of your own space before others.* Ask the Market Manager/Staff for help monitoring lines.
3. Vendors with trucks and trailers must be ready to unload quickly or make a plan with Manager.
4. NO signage, umbrellas or condiment stations allowed outside your designated booth footprint.
5. **All Vendors must be packed and ready to leave the event by 9:45, Roads open at 10 pm.**

Initial Page 3 of 4 _____

6. Request from the City of Santa Rosa Fire Department - all booth space is located only in the parking spaces, keeping the street area clear for our walking customers. There is a line in the road designating the difference in most areas, please don't put front of space over that line between street and parking space.
7. Sellers are expected to maintain high standards of honesty and to conduct themselves always in a courteous and business-like manner. Rude, abusive or other disruptive or offensive conduct will not be allowed in the Market at any time, and is cause for expulsion without fee refund.

VENDOR REGULATIONS

1. All Vendors must submit a Vendor Application and all documents listed on the Vendor Application before they can show up and sell at any Market date, including the "COI" – *Certificate of Insurance of \$1,000,000, naming as additional insured the Thursday Night Market Association, Inc. and the City of Santa Rosa when your application is approved.* Contact the Market Manager for space availability at santarosawednesdaynightmarket@gmail.com.
2. Vendors be aware that the Market's liability insurance does NOT cover your sellers. It is recommended that you obtain your own liability insurance for your workers.
3. Vendors who do "Food Sampling" must abide by Sonoma County Health Department rules regarding sampling and tasting of produce or prepared food.
4. All Vendor fees are non-refundable. There are no refunds for rained out Markets.
5. Any variation from the foregoing regulations may preclude the seller's right to participate in the Market. The Santa Rosa Wednesday Night Market, including its officers, directors, and employees, have the authority to enforce these regulations and to suspend non-conforming sellers.

These regulations have been adopted by the Board of Directors of the Santa Rosa Wednesday Night Market to supplement the California Direct Marketing Regulations (California Agricultural Code, Title 3, Article 6.5) on January 23, 2024, recorded by Market Secretary, Terri Moore.

WNM Vendor Rules and Regulations are subject to change and may be sent via email prior to the beginning of the 2024 Market Season. By signing below Vendor agrees to read and abide by all WNM Rules and Regulations above and those sent at a later time by the Vendor Manager. Vendor also agrees each individual representing the Vendor at the Market will be made aware of and abide by WNM Rules and Regulations.

AGREEMENT, The undersigned agrees that he/she has read and understood the Rules and Regulations of the Thursday Night Market Association, Inc. dba the Santa Rosa Wednesday Night Market and will be able to comply with all of the Rules and Regulations described therein. The undersigned understands non-compliance may, at the discretion of the Market, result in removal from the Market. The undersigned further certifies that he/she is the responsible person referred to in the Rules and Regulations and that he/she is authorized to 1) execute this application on behalf of the group, and 2) accept legal processes on behalf of the group. Applicant agrees to defend, hold harmless, and indemnify the City of Santa Rosa, its officers, directors, employees and volunteers, and the Santa Rosa Wednesday Night Market, its officers, directors, employees and volunteers from any claims for damages or loss that arose from or were caused by a negligent omission on the part of the City of Santa Rosa, the Santa Rosa Wednesday Night Market or any of its officers, directors, employees or volunteers. Applicant has read the Santa Rosa Wednesday Night Market's Rules and Regulations, the entire Vendor Application, is familiar with the Hours of Market Operation and Vendor Regulations.

Signature _____ Date _____